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February 14, 2013

**VIA OVERNIGHT MAIL**

Mr. Jeff Derouen  
Executive Director  
Kentucky Public Service Commission  
211 Sower Boulevard  
P. O. Box 615  
Frankfort, KY 40602

RECEIVED  
FEB 15 2013  
PUBLIC SERVICE  
COMMISSION

Re: Application of the North American Numbering Plan Administrator, on  
Behalf of the Kentucky Telecommunications Industry, for Relief of the 270  
Numbering Plan Area  
PSC Administrative Case No. 2012-00129

Dear Mr. Derouen:

Please find enclosed the original and ten (10) copies of a proposed customer education plan for implementation of the 270 area code overlay filed on behalf of BellSouth Telecommunications, LLC d/b/a AT&T Kentucky, AT&T Mobility, AT&T Corp., Teleport Communications America, LLC, Ballard Rural Telephone Cooperative Corporation, Inc., Sprint Spectrum, L.P., and Sprint Communications Company L.P., PowerTel/Memphis, Inc. d/b/a T-Mobile USA, T-Mobile Central LLC d/b/a T-Mobile USA, and Verizon Wireless and MCImetro Access Transmission Services LLC d/b/a Verizon Access Transmission Services (collectively "Verizon") in compliance with the December 17, 2012, Order of the Public Service Commission in the above-referenced case. I have received permission from counsel for the aforementioned parties to file this on their behalf.

If you have any questions or need additional information, please let me know.

Sincerely,

  
Mary K. Keyer

Enclosures

cc: Parties of Record

1072793

Proposed Customer Education Plan

(BellSouth Telecommunications, LLC d/b/a AT&T Kentucky, AT&T Mobility, AT&T Corp., Teleport Communications America, LLC, Ballard Rural Telephone Cooperative Corporation, Inc., Sprint Spectrum, L.P., and Sprint Communications Company L.P., PowerTel/Memphis, Inc. d/b/a T-Mobile USA, T-Mobile Central LLC d/b/a T-Mobile USA, and Verizon Wireless and MCImetro Access Transmission Services LLC d/b/a Verizon Access Transmission Services (collectively “Verizon”))

Activity	Description	Audience	Shared or Individual Service Provider Effort	Start Date	Date To Be Completed By
1	Effective date of decision approving 270 area code overlay.	NA	NA		December 17, 2012
2	NANPA 270 Implementation Meeting.	KPSC Staff and Industry	Shared		January 10, 2013
3	Email to industry asking for participation on task force and subcommittees.	Industry	Shared		January 11, 2013
4	Overlay information distributed internally as job aid for customer service representatives to answer customer questions. There should not be a need for Representatives to refer questions to the KPSC.	Customer Service Representatives	Individual		June 3, 2013
5	270 overlay update to industry websites.	All Customers	Individual		June 3, 2013
6	<b>Customer Notification No. 1:</b> Announce the new area code plan. Include information about 10-digit dialing and indicate the affected areas.	All Customers	Individual		July 3, 2013
7	News release describing 270 area code relief plan for distribution within the 270 area code.	All Customers	Shared		July 29, 2013
8	<b>Begin Permissive Dialing</b>				August 3, 2013
9	Published Directories: Add information on directory cover to alert customers in 270 area code.	All Customers	Individual		As books are published
10	Complete implementation of recorded message announcing mandatory dialing.	All Customers	Shared		December 1, 2013
11	Correct payphone signage to include updated dialing instructions.	All Customers	Individual		December 31, 2013
12	<b>Customer Notification No. 2:</b> Announce the new area code plan. Include information about 10-digit dialing and indicate the affected areas.	All Customers	Individual		January 1, 2014

Proposed Customer Education Plan

(BellSouth Telecommunications, LLC d/b/a AT&T Kentucky, AT&T Mobility, AT&T Corp., Teleport Communications America, LLC, Ballard Rural Telephone Cooperative Corporation, Inc., Sprint Spectrum, L.P., and Sprint Communications Company L.P., PowerTel/Memphis, Inc. d/b/a T-Mobile USA, T-Mobile Central LLC d/b/a T-Mobile USA, and Verizon Wireless and MCImetro Access Transmission Services LLC d/b/a Verizon Access Transmission Services (collectively “Verizon”))

Activity	Description	Audience	Shared or Individual Service Provider Effort	Start Date	Date To Be Completed By
13	News releases to media serving 270 area code and adjacent area codes and statewide regarding the start of mandatory dialing.	Statewide	Shared		January 27, 2014
14	<b>Begin Mandatory Dialing</b>				February 1, 2014
15	364 numbers assigned and implementation completed.				March 3, 2014

CERTIFICATE OF SERVICE – PSC 2012-00129

I hereby certify that a copy of the foregoing was served on the following individuals by mailing a copy thereof via U.S. Mail, this 14th day of February 2013.

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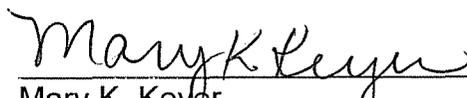
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